

## OUR SOLUTIONS FOR IMPROVING YOUR PR IN EUROPE/GERMANY:

Adjusting existing PR content, taking local and cultural ins and outs into account

Creating relevance for media and readers

Applying our broad network to connecting with the most suitable media partners for your company

Permanently observing the development within journalism and trade media

Producing high-quality content by coupling professional research with interesting topics, and excellent writing skills

Don't let time pass, and feel free to contact us. This is how we can make the first step to your PR success in Europe.

## ZIKOMM

With a focus on production, mechanical engineering, and additive manufacturing, ZIKOMM is a public relations company specialized in industrial topics. With more than 20 years of experience in journalism, we help companies to further improve their image and how they are perceived in the media and thus to support their business success. One of our crucial qualities is to produce content of superb quality, such press releases and case studies. Also, we are excellently connected within the industry and within the trade media.

Besides that, for many years, we have been the official content and communication partner of formnext magazine.

### CONTACT

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# HOW TO ADDRESS THE PRESS: WELCOME TO THE CRITICAL THINKERS

A brief guide for US companies who want to do successful public relations in Germany and Europe.



# ZIKOMM

## MEDIA LANDSCAPE

Germany has a very rich variety of special interest magazines for technical topics – and mostly they are printed. When it comes to the topic of additive manufacturing, surprisingly, there are just a very few special interest magazines in Germany. Most technical magazines apply an integrated concept: AM has been added to the different production technologies they were already reporting on. Internationally, the range of AM magazines differs from low-cost productions mainly using prefabricated press releases, to magazines created by enthusiastic teams of experts.

enthusiastic

online media

experts

AM-dedicated

## CULTURAL MINDSET

For German journalists, elucidation is an important part of the professional self-concept. The role of trade journalists is more defined by describing suitable applications for new technologies than by euphorically promoting innovations. Also, they are predominantly politically left. Thus, they are unlikely to share the same enthusiasm about young US companies' growth boosted by large investment capital.

## ADDRESSING THE TARGET GROUP

Being a young and fast-growing industry, additive manufacturing has gained a reputation for being disruptive and changing the entire industrial manufacturing industry – at least in the US. In Europe, AM is seen much more as a technology that can best leverage its potential by being integrated in existing and new process chains. Besides, the communication of young and expanding US companies within the AM industry seems partly aim to address existing and new investment partners. When addressing media and customers in Europe, the focus of PR should be readjusted.

critical thinkers

user-oriented

print

integrated concept

elucidation

politically left

